



**UTM**  
UNIVERSITI TEKNOLOGI MALAYSIA

School of  
Professional and  
Continuing  
Education  
(UTMSpace)

## **INDUSTRIAL TRAINING REPORT (DDWG3914)**



Central Cables Berhad  
(7169-A)

**CENTRAL CABLES BERHAD**

**NO. 7862, BATU BERENDAM, 75350 MELAKA.**

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**MATRIC NUMBER : AF161WG008KYM**

**PROGRAMME**

**: DIPLOMA IN TECHNOLOGY MANAGEMENT**

**INDUSTRIAL TRAINING PERIOD**

**: 11 FEBRUARY 2019 – 14 JUNE 2019**

## **ACKNOWLEDGMENT**

The internship opportunity I had with Central Cables Berhad was a great opportunity for learning and professional development. Therefore, I consider myself a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who had led me through this internship period. During my internship period, I have received generous help from many colleagues and superiors. It is a great and unique pleasure to me that I have got a chance to thank a large number of individuals for their help, encouragement, and support to make the internship successful.

First and foremost, I am very grateful to my departmental supervisor, Norfarahain Binti Mat Isa. She is a purchaser or purchasing executive under the purchasing department. She allowed me to encroach upon her precious time freely right from the very beginning till the completion of my internship. Her guidance, encouragement, and suggestions provided me necessary insight into the problem and paved the way for the meaningful ending the work in a short duration. I have no hesitation to say that, without her constant support, I cannot complete my internship and finish this report successfully.

I am grateful to Khatimah Binti Khama, the logistics executive who teach me a lot how to do the task well and giving me support to finish this internship too. I would like to express my gratitude to Mr. On the Boon Chau, assistant manager of the maintenance department and production executive, Noor Dhafira Abdul Karim about their constant guidance, support, valuable suggestions, and information are given to help me finish my report during my industrial training. They keep helping me whenever I need some helps to solve the problem. They taught me a lot about how to carry out certain tasks or duties correctly, smoothly and even effectively. Stress-free working environment experienced in Central Cables Berhad.

In conclusion, I perceive as this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on the improvement, in order to attain desired career objectives. Hope to continue cooperation with all of you in the future.

## **DECLARATION**

I, Mah Ri Wei hereby declare that this industrial report is an original work and has not been published or submitted to this organization or any other institution of training for an academic award. This industrial training report has been checked, approved and verified by the supervisor. It will be submitted for examination purpose with the approval and verification of the supervisor.

Your Sincerely,

-----

(MAH RI WEI)

Date

-----

Your Sincerely,

-----

(PUAN NORFARAHAIN BINTI MAT ISA)

Organization Supervisor

Date

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## **INTRODUCTION**

### **Organization Background**

Central Cables Berhad (CCB) was incorporated in Malaysia as a private limited company on 6 June 1967 under the name of Syarikat Central Cables Sendirian Berhad. It was subsequently converted to a Public Limited Company on 25th September 1980 under the present name "Central Cables Berhad".

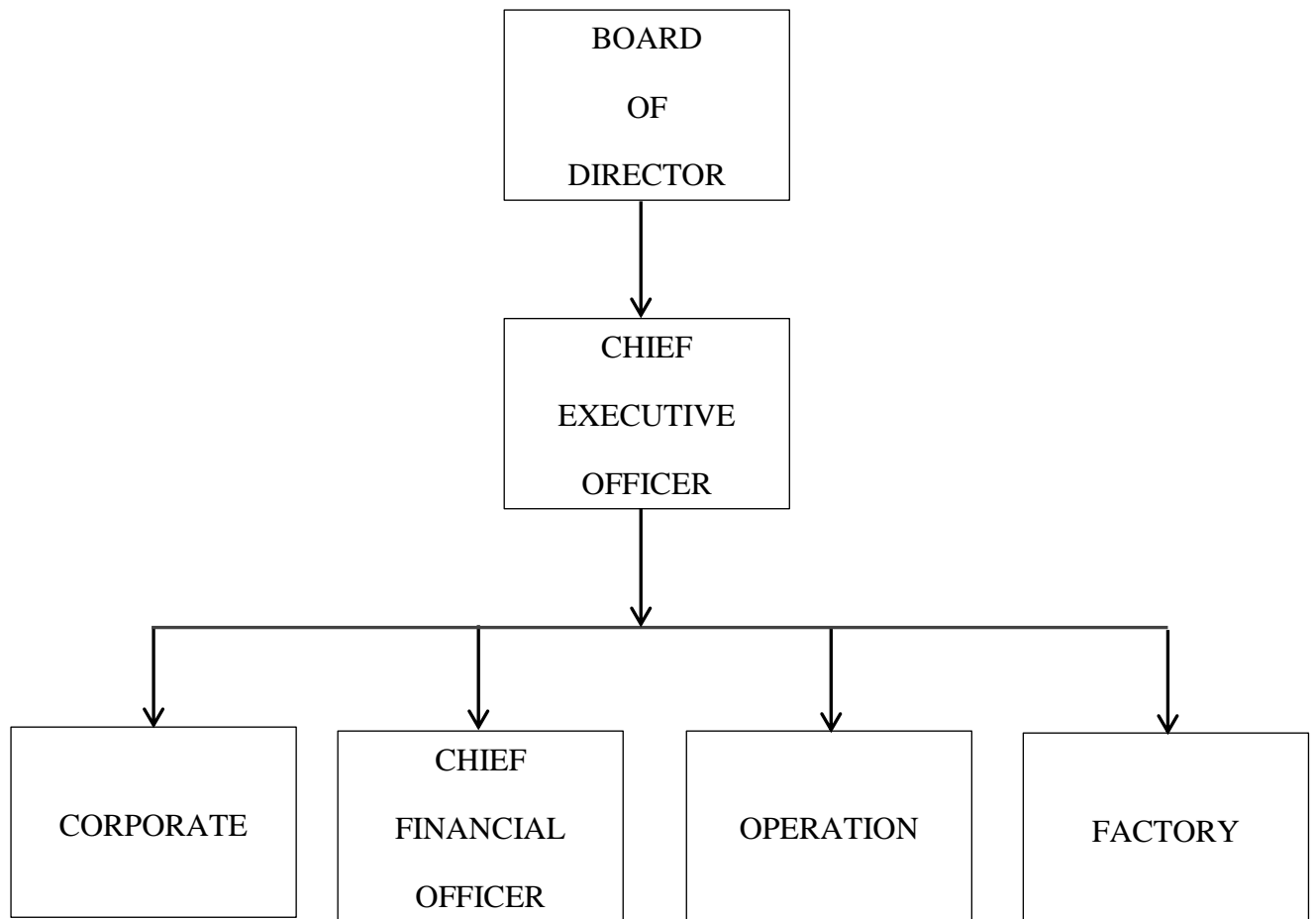
Central Cables Berhad (7169-A) operates from two facilities with a combined area of 491,000 sqft and production capacity of RM 400 million. CCB possess professional cable manufacturing solution CCB is headquartered in Batu Berendam in the historical state of Melaka, Malaysia. It also has a factory which is named Atlas Wire and Cables Sdn Bhd and located at Senawang in the state of Negeri Sembilan. It is a cable and wire manufacturing company which produces power and control cables and bare conductors up to 500kV systems, complying to the International Electro-technical Commission (IEC), British Standards (BS) and SIRIM (Malaysia) standards. CCB is accredited with ISO 9001:2015 certification for Quality Management System by IQNet and SIRIM QAS. The Company's paid-up capital is US 11 million. The factory has currently about 250 strong combinations of the skilled and semi-skilled workforce.

The company's vision is to be among the leaders in cable manufacturer and related business globally while the mission is we are committed to excellence in our products and services. Central is a word which has many values and stands for these core values which are Commitment, Excellence, Nurturing, Together, Responsive, Accountable and Lead by reputation. The corporate philosophy is always to provide quality's products and services at a competitive price that consistently meet Customer Satisfaction. All employees strive for excellence in quality, productivity and service by complying to ISO 9001:2015 and to ensure continuous improvement.

The products are widely used in infrastructure, property and mixed development projects. The products produced are also used in every level of electrical transmission and distribution, from 500kV transmission lines down to electrical wires in the home.

Every single product that rolls off the production line is subject to a series of routine tests to ensure its quality and reliability. On request, Factory Acceptance Tests (FAT) is performed in the presence of the customers. The company is constantly working on upgrading employee knowledge and skill as it helps in developing and nurturing them to become more reliable resources which eventually benefit the company. In the industry where technology and innovation have no boundaries to make sure the employees take skill enhancement or employee development activities seriously.

## ORGANIZATION CHART



## Board of Directors Responsibilities

- Determine the company's vision and mission to guide and set the pace for its current operations and future development.
- Determine the company policies and values to be promoted throughout the company.
- Review and evaluate present and future opportunities, threats, and risks in the external environment, current and future strengths, weaknesses, and risks relating to the company.
- Ensure that the company's organizational structure and capability are appropriate for implementing the chosen strategies.
- Delegate authority to management, and monitor and evaluate the implementation of policies, strategies and business plans.
- Monitor relations with shareholders and relevant stakeholders by gathering and evaluation of appropriate information.
- Promote the goodwill and support of shareholders and relevant stakeholders.

## Chief Executive Officer (CEO) Responsibilities

- Provide inspired leadership company-wide.
- Develop and implement operational policies and a strategic plan.
- Act as the primary spokesperson for the company.
- Develop the company's culture and overall company vision.
- Oversee the company's fiscal activity, including budgeting, reporting, and auditing.
- Assure all legal and regulatory documents are filed and monitor compliance with laws and regulations.
- Identify and address problems and opportunities for the company.
- Oversee day-to-day operation of the company.



## Chief Financial Officer Job Duties

- Develops finance organizational strategies by contributing financial and accounting information, analysis, and recommendations to strategic thinking and direction.
- Establishes finance operational strategies by evaluating trends; establishing critical measurements; determining production, productivity, quality, and customer-service strategies; designing systems; accumulating resources; resolving problems; implementing change.
- Develops financial strategies by forecasting capital, facilities, and staff requirements; identifying monetary resources; developing action plans.
- Monitors financial performance by measuring and analyzing results; initiating corrective actions; minimizing the impact of variances.
- Maximizes return on invested funds by identifying investment opportunities; maintaining relationships with the investment community.
- Reports financial status by developing forecasts; reporting results; analyzing variances; developing improvements.

## Chief Operating Officer Job Duties:

- Measures effectiveness and efficiency of operational processes both internally and externally and finds ways to improve processes.
- Develops and implements growth strategies.
- Provides mentoring to all employees, including management
- Motivates staff to meet or surpass organizational goals.
- Oversees daily operations and makes adjustments as necessary.
- Promotes communication between colleagues for the benefit of information flow and to curb any problems that arise.

## Manufacturing Operation Managers Responsibilities

- Work and people scheduling, performance management and hiring decisions.
- Supervisor plans prioritize and direct work of subordinates based on general policies and management guidance.
- Supervisors generate and review reports on attainment of schedules and objectives relative to Safety, Quality, Waste Elimination and Delivery.
- Supervisors develop working relationships with others inside and outside of CATD.



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**JOB**

**SCOPES FOR INDUSTRIAL TRAINING STUDENT**

<b>NAME</b>	MAH RI WEI
<b>MATRIK NO</b>	AF161WG008KYM
<b>PROGRAM</b>	Diploma in Management Technology /Diploma Pengurusan Teknologi

<b>Bil</b>	<b>Job Scopes</b>	Please tick (√) if applicable
<b>Diploma in Management Technology ( DDPG )</b>		
<b>KNOWLEDGE OF THE ORGANIZATION:</b>		
1	Staff at the organization : observing experienced staff to learn procedure/method	√
2	Structure of the organization	√
3	Office rules, policies & practice	√
4	Services offered by the organization	√
5	System of recording of staff's attendance,	√
<b>ASSISTING/ PERFORMING / COMPLETING</b>		
6	Work in different departments to gain perspective, including general management operation, marketing, sales, customer services, purchasing, merchandising, and personnel departments & IT.	√
7	Adhere to guidelines of formal written training program.	
8	Use company reports to analyze sales, gross profit and inventory activity.	
9	Implementation of any and all initiatives put forth by Director/ supervisor	√
10	Work with other managers to plan and direct the work of the organization.	
11	Reads, interprets and understands documents and specifications.	√
12	Handle established accounts to gain familiarity.	
13	Adept well with word, excel, power point spreadsheets, databases and other computer applications & web research	√
14	Participate in weekly & daily meetings, summarize minutes	
15	To collect, understand, process, verify and report accounting related-information to his/her vertical head	

<b>DOCUMENTATION</b>		
16	Completes basic tasks on documentation.	√
17	Maintaining records	√
18	Filing, printing	√
19	Assists in report writing, prepares standard reports/documentation to communicate results to other departments.	
20	Identifies areas for improvement, suggests solutions, and submits idea records	√
21	To assist in the preparation of monthly or weekly financial reports	
22	Manage specialized information, reports, forms dealing with fees, billing, tracking of projects etc	
23	Other tasks of assigned projects	√
<b>ADMINISTRATION /OPERATION</b>		
24	Learns and becomes proficient in the company operation.	√
25	Assists with the development of office schedules and budgets	
26	Inventory management	
27	Project Management	
28	Interact with managers.	√
29	Maintain high standard professionalism in attitudes with customers, clients, employees and management.	√
30	Maintain a positive work atmosphere by acting and communicating in a good manner	√
31	Be a team player	√
32	Continue to grow knowledge and made improvement	√
33	Maintaining compliance to all quality requirements.	√
34	Line Leader	
35	Product Marketing	
36	Safety and Health	√
37	Maintain clean and orderly work areas	√

38	Comply with safety regulations	√
<b>LOG BOOK RECORD</b>		
39	To record daily activities	√
40	To have the recorded activities submitted to supervisor at the organization	√
<b>OTHER WORK CARRIED OUT (PLEASE LIST)</b> - Dealing and communicating with the suppliers when making orders. _____ _____ _____ _____		

.....  
**Norfarahain Binti Mat Isa**  
**Central Cables Berhad**

## **JOB SCOPE CONDUCTED**

### **Knowledge of the Organization.**

- Observing experienced staff know and learn how they perform and carry out their duties and tasks with a certain procedure or method. After learning, try to practice. Trying to become proficient in the tasks which have been doing and carry out many times.
- Structure of an organization is a system used to define a hierarchy within an organization. It identifies each job, its function and where it reports to within the organization. A structure is then developed to establish how the organization operates to execute its goals. Through it, we can know how the task allocation, coordination, and supervision are directed toward the achievement of organizational aims.
- On the first day, Human Resources Executive explained to me about the official rules, policies, and practices. Punctuality is very essential in Central Cables Berhad. Good discipline can create or produce good quality of employees. If be late, the salary will be decreased. The working hours are 8 hours. When we enter the area which is needed to wear safety shoes, we need to follow the rules to prevent us from injuring or any unexpected things happen.
- Services offered by the company are manufacturing, selling, packaging and delivering cables and wires which are used in various power connection or transmission.
- The system of recording the permanent staff's attendance is using the Radio Frequency Identification (RFID) attendance system. The employees need to scan their name tag or card at the machine to record their attendance. Their attendance will be recorded successfully when it is verified. Interns and probationary employees use the attendance system which is the punch card machine. The staffs need to insert the card into that machine. After the machine returns the card, the timing will show directly on the card. It is easier to track which employees are not punctual to work.

### **Assisting / Performing / Completing**

- Working in different departments can learn more different things in the real working environment and getting to know how a certain department running in order to gain more experience. I work in the purchasing department and production department. Mostly, I will assist the purchaser to make orders, create purchase orders, create goods received notes, filing the purchase orders, factory received notes, purchase requisitions, and goods received notes, and communicate with staff of the other departments and the suppliers to follow up the procedure or process of the purchase order.

- Put initiatives completely when working with supervisor without urging by her. Follow the instructions are given by her and work what she has asked to do. Understand the procedure and perform what is needed to do after something is done. Without waiting for the supervisor to remind, ask to do or give something that is needed to do and has been taught before.

- In the production department, I need to read, interpret and understand documents like daily production records. Calculate the production quantity is needed to key in the Microsoft Excel also.

- In the purchasing department, for ordering drum, and batten wood, I need to calculate how many kilograms of the batten wood that they request based on their purchase requisitions.

- Adapt well with Microsoft Excel and other computer appliances AutoCount Accounting Software, Email, and Web Research.

- In Microsoft Excel, I will key in daily production records with the fixed formula by referring to the paper works. Using the AutoCount Accounting Software to insert the creditor details, create purchase orders and goods received notes. The creditor details are our supplier's details, the procurement team or the purchasers will refer to it when we need to contact them. Requesting the quotations, sending the purchase orders which have been scanned into PC through by email to the suppliers. Follow up with the suppliers through email also. Researching online to getting know getting more information about the suppliers and the price of the goods which we want to purchase.

## **Documentation**

- Complete basic tasks on documentation. In the purchasing department, I will create purchase orders by referring to the purchase requisitions.
- Punching and stapling the paper works which are purchase orders, purchase requisitions, factory delivery note, and goods received a note to the filing. Filing in the file according to the running number for records and further reference.
- Filing the original copy of purchase orders into envelopes and the envelopes will be then passed to the suppliers if they come.
- Print the received quotation what we have requested from the suppliers before. Print the purchase orders after it is created or done.
- Attach the printed quotations, purchase orders, and purchase requisitions together.
- Maintaining records, keep filing the latest paper works in the file for further reference
- Photocopy the original copy of delivery orders, invoices and other relating documents after the person who made the purchase requisitions has signed on there.
- Identifies areas for improvement, suggest solutions, and submit idea records
- Tell and discuss with the supervisor about the suggestion on how to make the process goes smoothly and the filing system is easier for her to filing and refer later.



## **Administration / Operation**

-Interact with the managers. To get signatures from them to prove the goods is purchased and received successfully and help them do the simple things like passing the documents to the other departments and inform them got a meeting. Ask for the manager's ideas to decide which supplier should be purchased with too.

-Complying with safety regulations. I will wear safety shoes when going to the production line and other areas where are needed and required to wear safety shoes to make sure the safety of yourself. Follow the way the supervisor and superiors taught me how to complete the tasks given.

- Maintaining a positive work atmosphere by acting and communicating in a good manner. Show good attitude when working and speak to the colleague in a respectful and polite way.

- Be a team player. I will work with the supervisor in a team. I will not work alone without her permission and knowledge.

- Continue to grow knowledge and made an improvement. Continue learning and do not make the previous failure, and boost the speed of finishing the tasks given.

- Safety policies and stickers are displayed in the working place to remind all employees to be alert of their safety when working.

## **Log Book Record**

- To record daily activities what have done and learned before going back home.

- To have the recorded activities submitted to the supervisor at the organization. Daily activities will be submitted to organization supervisor after the recording is done. The supervisor will sign and leave a comment on the log book.

## **MAIN ACTIVITY REPORTS**

### **1) Purchasing Department**

- Request quotation from many suppliers at the same time. It aims to compare the price offered by the suppliers and decide to make an order with the desired supplier.
- Receive purchase requisition (PR) from the other departments and make sure PR is fully signed which means the purchase is created, requested, confirmed and approved by someone who is higher in authority.
- Paste the received stamp with the correct date when receiving the PR.
- Make orders by calling a certain supplier directly or chatting through WhatsApp to purchase goods.
- Create purchase orders in AutoCount software.
- Scan the purchase order into PC and rename it for easier searching.
- Send purchase order to the supplier through email to confirm our order.
- Get the signatures from General Manager in the Production Department and Chief Executive Officer to make the purchase order officially approved by them.
- Check the quality and quantity of goods and make sure the goods are in good condition and matching with what we have ordered before.
- Paste the company's stamp and sign the signature on the delivery orders and invoices to prove that we have received the goods.
- After receiving the goods, call them who made the purchase requisition to purchase goods to collect their goods.
- Create goods receive notes (GRN) in AutoCount software when original delivery orders and invoices are received from suppliers.
- Paste the PR and GRN stamp on the original copy of delivery order or invoice and then jot down the relevant information about the number of a purchase requisition and the number for good received notes.

- After that, the person who made or prepared or requested the purchase requisition needs to sign on the stamp what we have pasted on the original copy of delivery order or invoices.
- Next, photocopy the original copy of delivery order or invoices which have been signed to record and filing further.
- The original copy of delivery order or invoices will be passed to the accounting department for them to make the payment later.
- Separate the purchase orders and purchase requisitions according to the relating department and distribute to them later.
- Filing the original copy of purchase orders into an envelope and give the envelope to the suppliers by hand. Filing the copy of purchase orders and purchase requisitions which purchasing department is needed to keep as records.
- Filing factory delivery note (FDN) and goods received notes.
- Distribute to who requests and needs the purchase requisitions and filling up the relating information.
- Dealing and follow up with suppliers regarding the quotations, orders, purchase orders, delivery orders, and invoices.
- Complying safety rules when working in factory especially the production area. To prevent any accident happens.

## **2) Production Department**

- Key in daily production records in Microsoft Excel by referring to the paper works which are done by the operators. Filing the document which is issuer's copy of purchase order.
- Get the factory delivery note (FDN) and filling up the relating information when taking the FDN.
- Filling FDN when transferring the goods to outside from factory or selling goods to outside.

## **PRODUCTS**

Central Cables Berhad (CCB) engages in the manufacture and sale of cables and wires. CCB specializes in the manufacture of power cables of copper and aluminium from 1kV to 33kV. The products produced by CCB are widely used in infrastructure, property and mixed development projects in Malaysia as well as Myanmar. CCB is a local brand. It also supplies a wide range of telecommunication cables and special cables for oil and gas and also marine cables. Products are also used in various levels of electrical transmission and distribution, which are a power plant, transmission, substation, distribution (ABC), distribution (UG) and housing wire.

The products range are PVC housing wires, low voltage cables up to 1kV, low voltage Aerial Bundled Cables up to 1kV, Medium voltage cables up to 33kV, Medium voltage Aerial Bundled Cables up to 33kV, Covered conductors up to 11kV, Bare All Aluminum Conductors (AAC), Aluminium Conductor Steel Reinforced (ACSR) up to 500kV and Thermal Aluminum Alloy Trapezoid Shaped Wires (TACSR/TW) up to 500kV.

For transmission, the product produced is overhead bare conductors which are up to 500 kV. Product standards are BS, ASTM, and TNB Specs. Aerial Bundled XLPE & PE Cables are produced for distribution (ABC) which has 1 kV, 11 kV, 22 kV, and 33 kV. Product standards are IEC 60502-1, IEC 60502-2, and TNB Specs. For distribution (UG), underground medium voltage XLPE Cables and Low Voltage Power & Control XLPE & PVC Cables.

Furthermore, Low Voltage Power & Control XLPE & PVC Cables produced in the form of 1, 2, 3, 4-cores and multicores. Product standards are IEC 60502-1, and BS 6346. Underground medium voltage XLPE Cables are produced in the form of 11 kV, 22 kV, 33 kV and also 1-core or 3-cores. Product standards are IEC 60502-2 and TNB Specs. Moreover, product standards are MS 2112- and MS 2112-4.

The products produced by CCB are certified and recognized internationally and locally. CCB's products are complying for the International Electro-technical Commission (IEC), British Standards (BS) and SIRIM (Malaysia) standards. CCB is

accredited with ISO 9001:2015 certification for Quality Management System by IQNet and SIRIM QAS.

ISO stands for International Organization for Standardization. It is an organization that makes international rules about the quality of products and services. ISO 9001 provides a generic yet comprehensive structure on which organizations can establish processes to help achieve business objectives. It has received widespread global recognition with around one million certificates issued.

CCB's products are certified by Suruhanjaya Tenaga. It is also known as The Energy Commission. A statutory body with the role to regulate the energy sector in Malaysia. It is certified by TNB which is Certificate of Product Acceptance. IQNet is an international network of partner certification bodies. Since being established in 1990, IQNet has remained the world's largest network of leading certification bodies; with numerous partners spanning hundreds of offices and subsidiaries throughout the globe.

The testing of the products is certified by KEMA Laboratory. A leading authority in energy consulting & testing and a reputable awarding body for high voltage laboratory certificate (a certificate of type tests). The products of CCB are accredited by UKAS. UKAS stands for United Kingdom Accreditation Service. It is the most famous accreditation body. UKAS accreditation provides an assurance of the competence, impartiality, and integrity of conformity assessment bodies.

Services offered by CCB are testing, packaging and delivery. Detailed and careful testing is carried out to make sure the products are safe to use and suitable to sell and deliver to clients then. Next, the staff will package the cables and wires in the drum. Logistics department will arrange the lorry to send the products which are packed well in the drum. It will be then sent to the place where customers have requested, organizations, infrastructures or development projects.

## **SWOT ANALYSIS**

Situation analysis is defined as an analysis of the internal and external factors of a business. It clearly identifies a business's capabilities, customers, potential customers and business environment, and their impact on the company. CCB is running the business quite successfully. CCB's products make sure the power connections are well connected. Without the cables and wires produced by CCB, a power plant cannot function even though electricity is available. Power generated cannot be transmitted to the rest of power connections too. CCB's products play an essential role in connecting power. Its overall performance is excellent.

A SWOT analysis is a strategic planning technique used to help a person or organization identify strengths, weaknesses, opportunities, and threats related to business competition or project planning.

First competitive strength or advantage of CCB is the reputation and recognition of CCB. It is because CCB has broad, wide, and deep experience in manufacturing cables and wires which is more than 50 years, compared to most of the other manufacturing companies in a similar industry. Well quality products produced by CCB. It is very well integrated into the market which gives it a distinctive edge.

The second strength is effective operation because strong teamwork built between the superiors and subordinates made the production go smoothly and reduce the failure and imperfections. Training and learning practice by the employees made them improved and enhanced their skills which are needed and acquired to perform the tasks or duties successfully and efficiently too. The high-skilled workforce will increase productivity indirectly since all the operations are going smoothly.

A third strength is a strong distribution network. Over the years, CCB has built a reliable distribution network that can reach the majority of its potential market. Due to consistent quality production of cables and wires, CCB brand products are highly trusted by the customers. It will lead to a high level of customer satisfaction. Strong and stable cables and wires market is built. The company with its dedicated customer relationship management department is able to achieve a high level of customer satisfaction among present customers and good brand equity among the potential

customers. It helps CCB build a strong relationship between the customers like TNB and also continuous cooperation.

The fourth strength is reliable suppliers. CCB has a strong base of a reliable supplier of raw material thus enabling the company to overcome any supply chain bottlenecks. For example, the main drum supplier is Tan Song Poh & Manufacturing (M) Sdn. Bhd. and Zhou Sheng Industries Sdn. Bhd. For batten wood, the suppliers are Impressive Transforms Sdn Bhd and Boh Huat Chan Sdn. Bhd.

Fifth strength of CCB is practice Just In Time (JIT) technique. A just-in-time system of manufacturing is based on preventing waste by producing only the amount of goods needed at a particular time, and not paying to produce and store more goods than are needed. CCB will produce the cables and wires when orders are received and confirmed. JIT can reduce waste and keeps inventory levels low. It means that the inventory holding cost is low too. Production mistakes can be spotted more quickly and corrected, which results in fewer products being produced that contain defects.

The weakness of CCB is insufficient office staffs. It made the procedure is delayed, cannot operate smoothly and effectively. Workloads are maximized because some departments are assigned one person in charge to handle the things and finish the tasks and duties assigned. The understaffed problem made them accumulate the tasks they suppose needs to be done soon. When the report submission time is around the corner, they need to rush to finish the reports. Job quality is reduced or lowered due to they just need to finish the task as soon as possible. At the time, the job quantity is more important than job quality.

There are gaps in the product range sold by the company. Lack of choices can give a new competitor a foothold in the market. Due to backward technology, made CCB cannot produce more types of products as others. Backward technology defines unsophisticated technology that having less progress than normal. The technology is developing slowly. CCB faces technological challenges through limited resource need to be concerned.

The main opportunity is expansion into the emerging markets like neighbouring states and even countries. There are more new customers from the online channel. CCB can communicate with customers online. It will increase the

sales of CCB and even the profit also. In the next few years, the company can leverage this opportunity by knowing its customer better and serving their needs using big data analytics.

This opportunity will also help strengthen CCB as a company as it presents more revenue sources and also helps reduce business risks considerably by spreading its revenue sources. The market development will lead to dilution of the competitor's advantage and enable CCB to increase its competitiveness compared to the other competitors.

Customer retention will be difficult and hard due to the increasing presence of global brands. Well established competitors pose the biggest threat to CCB. It will reduce the revenue of CCB because the products sold are less than before and the profits will be decreased also. Global brands will be more trusted by clients than the local brands like CCB brand because it is recognized throughout much of the world.

Next threat of CCB is fluctuating economic scenarios which can affect business operations also. Inflation rate may be increased due to market dynamics. It will make the rising costs of the raw materials and other things that we need to use in production will be rose. It will make the rise in expenses and reduce profits.

In addition, the threat to CCB is new and advanced technologies developed by the competitor or market disruptor could be a serious threat to the industry in the medium to long term of the future. Advanced technology can improve the quality of products and shorten the production time and proceed for fast delivery also. If CCB does not adopt that kind of technology, it will cause the majority of the potential market and even current CCB's customers will purchase the cables and wires with other manufacturers.



## MARKETING ANALYSIS

In Malaysia, the local market of CCB is mainly focused on TNB and some OEM. Current export markets of CCB are Australia, Indonesia, Mauritius, Myanmar, Philippines, Singapore, and Vietnam. Target Market is a group of consumers or organizations most likely to buy a company's products or services. Target markets of CCB are private consumption, corporates, government, etc. Market segmentation is the process of dividing a market of potential customers into groups, or segments, based on different characteristics. The segments created are composed of consumers who will respond similarly to marketing strategies and who share traits such as similar interests, needs, or locations. Market segmentation of Central Cables Berhad is a power plant, transmission, distribution (ABC), distribution (UG), housing, infrastructure, marine industry, telecommunication industry and oil, gas industry.

Market Size is the number of individuals in a certain market who are potential buyers and sellers of a product or service. Estimated market size of CCB is occupied by Manufacturer (OEM), Tenaga Nasional Berhad (TNB) and Sabah Electricity Sdn. Bhd (SESB) around 85 % and the remaining (15%) is occupied by Open Market (OM) and Stocks. The estimated monthly sales of CCB are around RM 25,000,000. The estimated yearly sales of CCB are around RM 300,000,000. Defect cables or rejected drums in 2018 are worth RM 500,000.

Competitors of CCB are Universal Cable (M) Berhad and Tonn Cable Sdn. Bhd. Universal Cable Berhad is well recognized by internationally and locally. Products range is more than what CCB offered. The wire and cable industry is highly competitive and by providing a wide variety of products is a competitive strength for Universal Cable. This diversified product offering helps to reduce the impact of market volatility in one particular product segment and provides economic stability. Products are used in industrial, residential and commercial industry.

Universal Cable (M) Berhad is founded in 1967. The parent organization of Universal Cable is Sarawak Cable Berhad which has 8 subsidiaries. One of the subsidiaries is Universal Cable. Strong financial investment from the parental organization will reduce the possibility of incurring a loss. Universal Cable has a comprehensive range of products for different industries. It cables for Oil & Gas, Marine & Shipboard, Power Generation and Transmission or others, each product has

been specifically designed to the requirements of the particular industry and usage category. This includes looking into factors such as space limitations, possible exposure to chemicals & oil, wide temperature fluctuations, continuous vibration loads, the risk of fire and more. Every product also goes through stringent quality and safety tests before being delivered to the clients.

Cables produced by Universal Cable wired at many major projects like infrastructures and buildings in Malaysia and foreign countries too. These projects, along with the recent acquisition and expansion in other emerging markets, further Universal Cable's strategy to expand globally into economies that are building their energy infrastructure. This creates an opportunity for the company to increase its sales and brand presence by providing energy and electrical infrastructure cables in these emerging markets.

In Malaysia, places wired by Universal Cable are Kuala Lumpur International Airport (KLIA), Petronas Twin Towers (KLCC), PLUS Highway, Petronas, Telekom, Tenaga Nasional Berhad, Iskandar Development, Malaysia Light Rail Transit, Kuala Lumpur Sentral Station, Sepang Formula 1 Race Track, Ampang Kuala Lumpur Elevated Highway and many more. Determining a fair market, the monthly price for the service is more difficult because there is direct competition from other cable networks or industry in this area. Therefore, Universal Cable considered two sources to determine the monthly charges.

Tonn Cable is incorporated in 2002 and located in Beranang, Selangor. Within a short period of time, it has gained recognition for providing products of superior quality, excellent customer service, and reliable after-sales support. It is one of the fastest growing Low Voltage (0.6/1kV) power cable manufacturers in Malaysia. Within a short period of time, it has gained recognition for providing products of superior quality, excellent customer service, and reliable after-sales support. Tonn Cable caters LV Cu Power Cable, LV AL Power Cable, Data Communication Cable, Copper Tape for Lighting Protection, Fire Resistant Cable (FR) and Flame Retardant Cables (FRT).

Certification and award of Tonn Cable is less than the certificate what is held by CCB. Quality is not that assured like CCB's product. Tonn Cable has less experience like CCB. Tonn Cable is ISO 9001:2008 accredited for its Quality

Management System by TUV SUD PSB of Singapore and SIRIM of Malaysia. Backed by advanced machinery, facilities, and technology, we manufacture products that are tested and awarded the Product Certification Scheme by SIRIM of Malaysia, TUV SUD PSB of Singapore and SNI of Indonesia.

Tonn Cable's products are listed with the Fire and Rescue Department of Malaysia, Singapore Housing & Development Board (HDB), Brunei Department of Electrical Services (DES), Jabatan Kerja Raya (Public Works Department of Malaysia) and Suruhjaya Tenaga (Energy Commission of Malaysia), Malaysia Jabatan Bomba dan Penyelamat (Fire & Rescue Department of Malaysia). The company won the prestigious Malaysia 50 Enterprise Award in 2007. We firmly believe in continuously improving the quality of our products through research and development.

Power Cable Projects in Malaysia are Sg. Siput & Tampin KTM Railway Station, Kuala Lumpur International Airport 2, Naza Plaza in Kuala Lumpur, Viva Shopping Mall in Kuala Lumpur, Legoland Malaysia Theme Park and Canon Factory in Shah Alam, University Of Malaya, Universiti Teknologi Malaysia in Skudai and so on.

There are some power cable projects which have been done in other countries including Singapore, Brunei, Myanmar, Maldives, etc. In Singapore, the projects involved are Central Plaza, Austville Residences Condo. Spore, Corporation Place, China Point Project A & A and many more. For Brunei, Berakas Flyover, and Four Thousand Homes. In Myanmar, UNITEAM Marine Office Building is cabled by Tonn Cable. The projects in the Maldives are AAA Resort & Hotel, and Hondaafushi Project. Tonn Cable does not supply to OEM like what CCB does.

CCB have the strength or advantage what Universal Cable and Tonn Cable do not provide. CCB is very focus and stress on employee welfare. A loyal employee with high skilled is much better than a high skilled employee who does not have passion to work for his job. CCB organizes many events that all employees must join to enjoy it. There are also many competitions are held by CCB. The rewards of the competition are medals, cash prizes and hampers. It will lead to high level of employee satisfaction.

## **MARKETING STRATEGY**

The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The organization combines all marketing goals into one comprehensive plan. A good marketing strategy should be drawn from market research and focus on the right product mix in order to achieve the maximum profit potential and sustain the business.

Product refers to the goods and services offered by a company to its customers. The product must deliver a minimum level of performance, otherwise, even the best work on the other elements of the marketing mix would not do any good. Product strategy is a plan for marketing a good that is founded upon an analysis of the nature of the intended market, how much market share is to be achieved, how the good is to be marketed and how much profit is anticipated. Most business marketing directors will develop a clear and realistic product strategy prior to the launch of a new product into its intended market. CCB's products are used in every level of power connection.

Designs of CCB's products are eco-friendly. Nice packaging services to make sure the cables and wires are in good condition when delivering to the desired place successfully. The high quality of the CCB product is ensured. Thoroughgoing testing will be carried out after the cables and wires are produced completely. After confirming the cables and wires are safe and without any problem, delivery will be then run. Good arrangement of delivery will make sure the products arrived at the destination on time.

Price refers to the value that is put for a product or the amount of money paid by customers to purchase the product. It depends on costs of production, segment targeted, the ability of the market to pay, supply - demand and a host of other direct and indirect factors. There can be several types of pricing strategies, each tied in with an overall business plan.

Pricing strategy is used to determine the price of the products. A pricing strategy takes into account segments, ability to pay, market conditions, competitor actions, trade margins, and input costs, amongst others. It is targeted at the defined customers and against competitors. Price of the products varies for the clients. CCB

practice differentiated pricing strategy in the new market. It will enable the firm to maintain its loyal customers with great service and lure new customers through other value-oriented propositions.

First pricing strategy is cost-plus pricing. It involves adding a markup to the cost of goods and services to arrive at a selling price. Under this approach, adding together the direct material cost, direct labour cost, and overhead costs for a product, and add to it a markup percentage in order to derive the price of the product. Cost-plus pricing would result in optimal profit after covering the fixed and variable costs.

Second pricing strategy is competitive pricing which is setting a price based on what the competition charges. This pricing strategy is used by businesses selling similar products, as the attributes of a product remain the same, however, services can differ from business to business. When the prices of similar products are higher than what the competitors do, CCB's products are needed to have something special to offer. Improvements and new product features can explain why a higher price is charged. For examples, special customer care, installation, delivery or adding more years of warranty can also mark distinction and explain the price difference between similar products.

If the price is set lower than what the competitors are charging, this might lead to a loss. This kind of strategy will be appropriate to maintain and increase the volumes with no sudden rise in costs. Prior to lowering prices, it is preferable to reduce costs to maintain stable cash flow and profit margin into the business. If pricing similar to what the competitors offered, it will diminish the distinguishing factor. If CCB is selling a product with more features at the same price, then it is likely to be successful in the market.

Promotion defines the activities that communicate the product's features and benefits and persuade customers to purchase the product. This can include advertising, publicity and so on. A few specific marketing efforts are advertisements in print materials like local newspapers, billboards, posters, and leaflets. Advertising in non-printed forms is social media and website. There is not that many promotions are used by CCB to promote its products because the products sold or supply to energy utilities and some OEM. Due to strong based experience, made CCB no need to promote like a startup business. On CCB's website, potential market can read

through it and get some knowledge about the CCB's products. Sales promotion and discounts will be given to CCB's loyal customers according to the situation.

In the marketing mix, the process of moving products from the producer to the intended user is called the place. In other words, it is how your product is bought and where it is bought. This movement could be through a combination of intermediaries such as distributors, wholesalers, and retailers. The activities that make the products are available to consumers.

There is two distribution channel used by CCB which are a direct channel and indirect channel to distribute its products. For the direct channel, the manufacturer directly provides the product to the consumers. Consumers of CCB are an original equipment manufacturer, private consumption, corporates, government, etc.

CCB supplies the cables and wires to Original Equipment Manufacturer. OEM is a company that produces parts and equipment that may be marketed by another manufacturer. For examples, Mitti Cables Manufacturing Sdn. Bhd. (MITTI), Tenaga Cable Industries Sdn. Bhd. (TCI), and FEC Cables (M) Sdn. Bhd. (FEC).

CCB also supply the cables required by the energy utilities like Tenaga Nasional Berhad (TNB) which is the largest electricity utility in Malaysia, Sarawak Energy Berhad (SEB), and Sabah Electricity Sdn. Bhd. (SESB). It acts as a vendor for Jabatan Kerja Raya (JKR - the Public Works Department of Malaysia) and private sector clients. CCB's export market includes Mauritius, Philippines, Indonesia, Singapore, Australia, Vietnam, Ghana, Zimbabwe, and Myanmar.

For the indirect channel, a company will use an intermediary to sell a product to the consumer. The intermediary of CCB is the distributor. Distributors are responsible for selling products and serve as a local sales point. CCB brand products distributed by Deltric Sdn. Bhd. Deltric Sdn. Bhd. operates as a distributor of electrical products in Malaysia and internationally. The company offers cables and cable accessories, as well as associated bulk materials. It serves oil, gas, and petrochemical industries, and the building and construction sector. For the online channel, interested consumers can surf the CCB's website and leave a message through email to the sales department or at CCB's official website. They get more information about CCB's products from the sales department.

## **PROBLEMS**

There are many problems faced during industrial training. Firstly, I need to assist more departments with many workloads at the same time. It made me cannot concentrate on certain things fully. It will make the process of the running task cannot go smoothly and even mess the things up.

The second problem is the communication problem. It occurs when dealing with suppliers. Due to different languages made me hard to clarify what I want to speak to or present too. The company has oversea suppliers too who are come from China, Taiwan, Hong Kong, and others. Different cultures will affect communication also and make me difficult to communicate with them. Some suppliers who have a unique personality made me not that easy to communicate with them. The communication problem is affected by interpersonal skill.

Moreover, the third problem is not an effective way when communicating with suppliers. Phone calling is not clear and I need to speak very loud until the suppliers can hear me. It will make me loss confident when communicating with them.

The fourth problem is job rotation keeps running, it makes the process hard to go smoothly. This is because the person in charge keeps changing. A new person in charge needs to adapt to work in another department and learn how to carry their duty in a new and different position. The previous job left by the last person had not finished yet and it will be then passed to the next person who is the new person in charge. It will make the condition at sixes and sevens.

In addition, the fifth problem is to understand the real working environment, the office culture, and the rules when working in the factory especially safety rules.

## **SUGGESTIONS**

Adoption of new technology is needed for CCB. It can assure the quality of the products and produce new products that are required by new technology. The production capacity will be then increased indirectly.

On the administration part, job rotation should be reduced. Keep changing position, the employees cannot well adopt the ability required by the job. After the employees obtain a certain ability, the Human Resource department needs to observe what position they are suitable to be in. The Human Resource department should allocate them in that position to increase the business operation. Hire more high skilled and multitasking employees can increase the effectiveness of the operation too. High skilled operators can ensure the production capacity is stable and achieve the target.

Purchasing department needs to purchase the needed goods like spare parts, materials are used in production and things to keep the production and operation run effectively. It will help to reduce the expenses on unnecessary stocks, goods or items. Purchase things with high quality and reasonable price. Consume good and assured the quality of raw materials.

Penetrating into the new and potential market to promote the CCB's products locally and internationally. The target market can be increased. More customers purchase CCB's products. The reputation of CCB will be increased and the profit earned will raise too.

An increased fee at Research and Development is needed to adopt new technology for improvement of CCB's products. To makes sure CCB have a competitive advantage compared to the other cable and wires manufacturers in Malaysia, customers retention will be increased indirectly.



## CONCLUSION

Central Cables Berhad (CCB) is a local brand which engages in the manufacture and sale of cables and wires. CCB specializes in the manufacture of power cables of copper and aluminium from 1kV to 33kV. The products produced by CCB are widely used in infrastructure, property and mixed development projects in Malaysia as well as Myanmar. It also supplies a wide range of telecommunication cables and special cables for oil and gas and also marine cables. Products are also used in various levels of electrical transmission and distribution, which are a power plant, transmission, substation, distribution (ABC), distribution (UG) and housing.

The products range are housing wires, low voltage cables, low voltage Aerial Bundled Cables, Medium voltage cables, Medium voltage Aerial Bundled Cables, Covered conductors, Bare All Aluminum Conductors (AAC), Aluminium Conductor Steel Reinforced (ACSR), and Thermal Aluminum Alloy Trapezoid Shaped Wires (TACSR/TW). Services offered by CCB are testing, packaging and delivery. Detailed and careful testing is carried out to make sure the products are safe to use and suitable to sell and deliver to clients then.

Designs of CCB's products are eco-friendly. Nice packaging services to make sure the cables and wires are in good condition when delivering to the desired place successfully. The high quality of the CCB product is ensured. Thoroughgoing testing will be carried out after the cables and wires are produced completely. After confirming the cables and wires are safe and without any problem, delivery will be then run. Good arrangement of delivery will make sure the products arrived at the destination on time.

There is no that many promotion activities carried out by CCB because customer retention is high. There is two pricing strategy used by CCB. First pricing strategy is cost-plus pricing. Second pricing strategy is competitive pricing which is setting a price based on what the competition charges.

There is two distribution channel used by CCB which are the direct channel and indirect channel to distribute its products. For the direct channel, the manufacturer directly provides the product to the consumers. Consumers of CCB are some original equipment manufacturers, private consumption, corporates, government, etc. For the

indirect channel, a company will use an intermediary to sell a product to the consumer. The intermediary of CCB is the distributor which is Deltric Sdn. Bhd.

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### **Production Completion Report of Central Cables Berhad**

**January 2018 until January 2019**

## APPENDIX



LOGO OF  
CENTRAL CABLES BERHAD



FRONT VIEW OF  
THE COMPANY



FACTORY LAYOUT PLAN

&

EMERGENCY RESPONSE PLAN



SAFETY & HEALTH  
POLICY



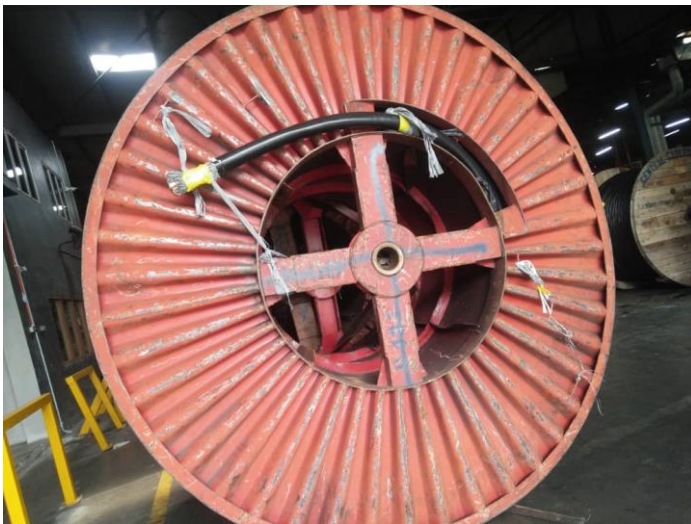
**YELLOW & RED COLOUR**



**WOODEN DRUM**

**STENCILING DRUM &**

**BROWN WOODEN DRUM**



**FRONT VIEW OF STENCILING DRUM**



**PRODUCTION LINE**





**WORKING PLACE**



**FILE RACKS**



**DURIAN DAY**

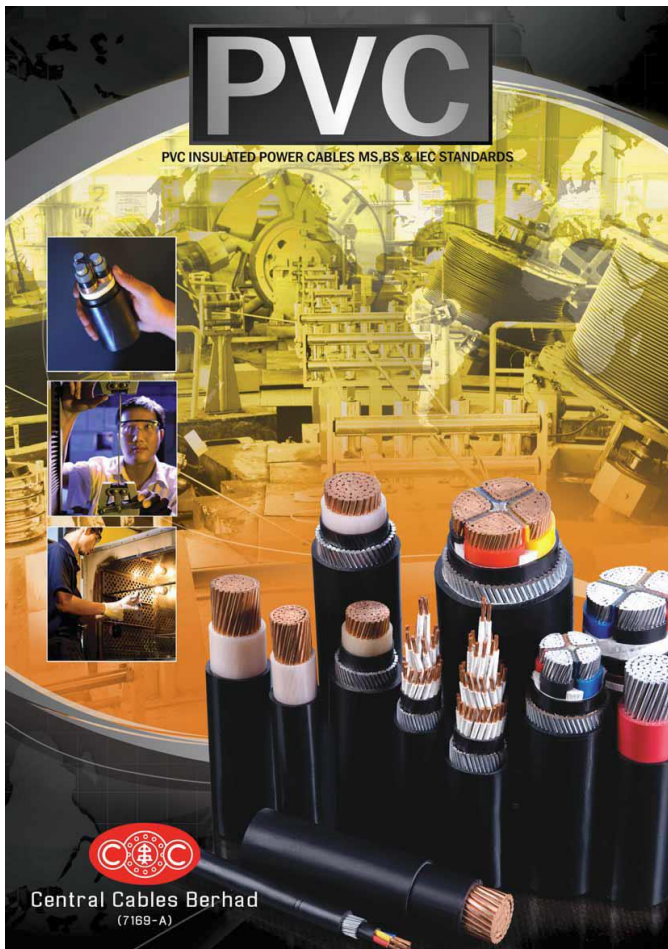


**DURIAN DAY**

## CHINESE NEW YEAR CELEBRATION



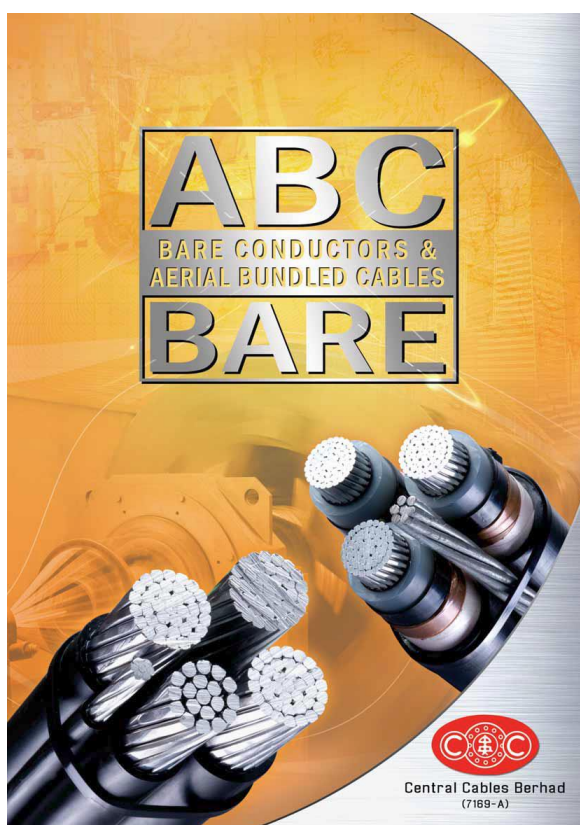




**PVC INSULATED  
POWER CABLES**



**XLPE INSULATED  
POWER CABLES**



**BARE CONDUCTORS  
&  
AERIAL BUNDLED  
CABLES**